



# UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office  
Address: COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, Virginia 22313-1450  
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
-----------------	-------------	----------------------	---------------------	------------------

10/518,686

12/17/2004

Akseli Anttila

P2292US00

6077

30671

7590

12/28/2009

DITTHAVONG MORI & STEINER, P.C.

918 Prince Street

Alexandria, VA 22314

EXAMINER

UBER, NATHAN C

ART UNIT

PAPER NUMBER

3622

NOTIFICATION DATE

DELIVERY MODE

12/28/2009

ELECTRONIC

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

docket@dcpatent.com

<b>Office Action Summary</b>	<b>Application No.</b> 10/518,686	<b>Applicant(s)</b> ANTTILA ET AL.	
	<b>Examiner</b> NATHAN C. UBER	<b>Art Unit</b> 3622	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 19 August 2009.
- 2a) ☒ This action is **FINAL**.                      2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1-23 and 27-32 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-23 and 27-32 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All    b) ☐ Some \*    c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- |  |   |
|--|---|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892)                     | 4) <input type="checkbox"/> Interview Summary (PTO-413)           |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____                                      |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)          | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____  | 6) <input type="checkbox"/> Other: _____                          |

## DETAILED ACTION

### Status of Claims

1. This action is in reply to the amendment filed on 19 August 2009.
2. Claims 1, 16, 19, 22, 23 and 27-32 have been amended.
3. Claims 1-23 and 27-32 are currently pending and have been examined.

### Claim Rejections - 35 USC § 103

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. The factual inquiries set forth in *Graham v. John Deere Co.*, 383 U.S. 1, 148 USPQ 459 (1966), that are applied for establishing a background for determining obviousness under 35 U.S.C. 103(a) are summarized as follows:

1. Determining the scope and contents of the prior art.
2. Ascertaining the differences between the prior art and the claims at issue.
3. Resolving the level of ordinary skill in the pertinent art.
4. Considering objective evidence present in the application indicating obviousness or nonobviousness.

6. This application currently names joint inventors. In considering patentability of the claims under 35 U.S.C. 103(a), the examiner presumes that the subject matter of the various claims was commonly owned at the time any inventions covered therein were made absent any evidence to the contrary. Applicant is advised of the obligation under 37 CFR 1.56 to point out the inventor and invention dates of each claim that was not commonly owned at the time a later invention was made in order for the examiner to consider the applicability of 35 U.S.C. 103(c) and potential 35 U.S.C. 102(e), (f) or (g) prior art under 35 U.S.C. 103(a).

Art Unit: 3622

7. Claims 1-18, 27-29, 31 and 32 are rejected under 35 U.S.C. 103(a) as being unpatentable over Strietzel (U.S. 2001/0051517) in view of Reese (U.S. 2003/0191685 A1).

**Claim 1:**

Strietzel, as shown, discloses the following limitation:

- *a promotion server configured to send a promotion message communicating an event schedule to start at a defined start time to one or more communication terminals through at least one communication network in response to receiving a promotion message request from an event manager (see at least ¶0007, "[t]he telecommunications advertising means comprises an advertisement database and a processing means," see also at least ¶0041, and ¶0056 and figure 8).*

The Strietzel invention does not specifically disclose *promotion message associated with an event having a defined start time*. The content of a promotion message does not patentably affect the scope of the invention and therefore deserves no patentable weight. As claimed the promotion message is "communicating" an event. The scheduled start time is clearly merely information about the event that may or may not be conveyed in the message. Reese, as shown, discloses *promotion message associated with an event having a defined start time and reminders* (see at least ¶¶0015-0016, "[t]he user is contacted at the appropriate time and destination with a message containing information associated with the event [t]his information may include a reminder about the event and/or information regarding a product, service, or other events associated with the event"). It would have been obvious to one having ordinary skill in the art at the time of the invention to integrate all of the functionality of the Reese invention with the invention of Strietzel since the claimed invention is merely a combination of old elements, and in the combination each element merely would have performed the same function as it did separately, and one of ordinary skill in the art would have recognized that the results of

the combination were predictable. Particularly, both inventions are focused on using any communications means to target appropriate messages to a user.

Further, Strietzel, as shown, discloses the following limitations:

- *said promotion server further being configured to receive an acceptance signal relating to the sent promotion message from one or more communication terminals through said at least one communication network (see at least ¶0055, “[in]...a cellular network, or a paging network can stay on after the communication transaction is over and receive options or a menu allowing the party to select to receive more information about a particular product or service... the user can actually select to be connected directly to the company offering the products or service”),*
- *said promotion server comprising a register for associating an accepting communication terminal of said one or more communication terminals with said promotion message, on reception of said acceptance signal from said accepting communication terminal, (see at least ¶0042, “...processing means selectively associates at least one advertisement with the source and/or destination of the communication based on the information determined,” “an advertisement may be associated with the destination terminal;” see also at least ¶0059),*
- *said promotion server further being configured to communicate a reminder signal for said event to said accepting communication terminal based on said communicated start time through said first communication network (see at least ¶0007, “[t]he telecommunications advertising means comprises an advertisement database and a processing means”),*
- *wherein said event manager is separate from the one or more communication terminals (Examiner interprets the event manager broadly, based on the page 14, lines 26-28 of the specification, to be a person that*

promotes events, see at least ¶0042, source and destination are different entities).

**Claim 2:**

The combination Strietzel/Reese discloses the limitations as shown in the rejection above. Further, Strietzel, as shown, discloses the following limitation:

- *said one or more communication terminals comprise at least one of mobile phones, cellular phones, personal office assistants or personal computers (see at least ¶0056, “[t]he device could be, for example, a telephone, cellphone, PDA, or computer...”).*

**Claim 3:**

The combination Strietzel/Reese discloses the limitations as shown in the rejection above. Further, Strietzel, as shown, discloses the following limitation:

- *said promotion message comprises at least one of a text, a series of texts, a picture, a series of pictures, a video sequence, a series of video sequences, an audio track or a series of audio tracks (see at least ¶0038, “the advertisement may be an audio advertisement, it may be a jingle, a textual message, a video message, a graphic message, or a combination of these messages depending on the desired implementation”).*

**Claim 4:**

The combination Strietzel/Reese discloses the limitations as shown in the rejection above. Further, Strietzel, as shown, discloses the following limitation:

- *said one or more receivers comprise at least one of a television, a radio, a set-top box, a receiver module for a computer, a multimedia terminal, a mobile or cellular phone, a personal office assistant or a personal computer (see at least ¶0056, “[t]he device could be, for example, a telephone, cellphone, PDA, or computer...”).*

**Claim 5:**

Art Unit: 3622

The combination Strietzel/Reese discloses the limitations as shown in the rejection above. Further, Strietzel, as shown, discloses the following limitation:

- *said promotion message request comprises at least one of start time, end time of said event, duration of said event, event identity, event type, event presentation platform, promotion message or list of said receivers and said one or more communication terminals (see at least ¶0042, "...processing means selectively associates at least one advertisement with the source and/or destination of the communication based on..." "...destination, type of communication, time of day, etc...").*

**Claim 6:**

The combination Strietzel/Reese discloses the limitations as shown in the rejection above. Further, Strietzel, as shown, discloses the following limitation:

- *said event presentation platform comprises at least one of the following connected to a media communication network and a network broadcaster: television, a radio, a set-top box, a receiver module for a computer, a multimedia terminal, a mobile or cellular phone, a personal office assistant or a personal computer (see at least ¶0056, "[t]he device could be, for example, a telephone, cellphone, PDA, or computer...").*

**Claim 7:**

The combination Strietzel/Reese discloses the limitations as shown in the rejection above. Further, Strietzel, as shown, discloses the following limitation:

- *said media communication network comprises at least one of a cable television network, a satellite television network, a radio frequency television network, a telephone network, a powerline network, or a radio network see at least ¶0056, "[t]he device could be, for example, a telephone, cellphone, PDA, or computer...").*

**Claim 8:**

The combination Strietzel/Reese discloses the limitations as shown in the rejection above. Further, Strietzel, as shown, discloses the following limitation:

- *said first communication network comprises at least one of a wired telecommunication network, a wireless telecommunication network, local area network, metropolitan area network, wide area network, or inter-network such as the Internet or a dedicated communication line (see at least ¶0025, fixed telecommunications network).*

**Claim 9:**

The combination Strietzel/Reese discloses the limitations as shown in the rejection above. Further, Strietzel, as shown, discloses the following limitation:

- *said connection comprises at least one of wired telecommunication network, a wireless telecommunication network, local area network, metropolitan area network, wide area network or a dedicated communication line (see at least ¶0025, fixed telecommunications network).*

**Claim 10:**

The combination Strietzel/Reese discloses the limitations as shown in the rejection above. Further, Strietzel, as shown, discloses the following limitations:

- *a storage device configured to store said register, said reminder and said promotion message (see at least ¶0021, "[a]dvertisement database stores advertisements that can be played),*
- *a processor configured to process communication with said one or more communication terminals, configured to process said promotion message request from said event manager, and to update information in said storage device (see at least ¶0042, "...processing means selectively associates at least one advertisement with the source and/or destination of the communication based on the information determined").*

**Claim 11:**



Art Unit: 3622

The combination Strietzel/Reese discloses the limitations as shown in the rejection above. Further, Strietzel, as shown, discloses the following limitations:

- *said register comprises at least one of promotion message identity* (see at least ¶0021, “[a]dvertisement database stores advertisements that can be played to system users at appropriate times based on appropriate criteria”),
- *one or more communication terminal identities* (see at least ¶0021, “[a]dvertisement database stores advertisements that can be played to system users at appropriate times based on appropriate criteria”),
- *event data* (see at least ¶0021, “[a]dvertisement database stores advertisements that can be played to system users at appropriate times based on appropriate criteria”),
- *time data or* (see at least ¶0021, “[a]dvertisement database stores advertisements that can be played to system users at appropriate times based on appropriate criteria”),
- *group application data* (see at least ¶0021, “[a]dvertisement database stores advertisements that can be played to system users at appropriate times based on appropriate criteria”).

**Claim 12:**

The combination Strietzel/Reese discloses the limitations as shown in the rejection above. Further, Strietzel, as shown, discloses the following limitation:

- *said one or more communication terminals is configured to forward said promotion message to further communication terminals connected in said first communication network* (see at least ¶0081, “[i]n one embodiment, advertisements received on a terminal can be forwarded to all or some of the stored phone numbers”).

**Claim 13:**

The combination Strietzel/Reese discloses the limitations as shown in the rejection above. Further, Strietzel, as shown, discloses the following limitations:

- *wherein an accepting communication terminal of said further communication terminals is configured to respond to said promotion message by communicating an acceptance signal through said first communication network to said promotion server (see at least ¶0055, “[in]...a cellular network, or a paging network can stay on after the communication transaction is over and receive options or a menu allowing the party to select to receive more information about a particular product or service... the user can actually select to be connected directly to the company offering the products or service”),*
- *said promotion server is further configured to associate said accepting communication terminal of said further communication terminals with said promotion message on reception of said acceptance signal from said accepting communication terminal (see at least ¶0042, “...processing means selectively associates at least one advertisement with the source and/or destination of the communication based on the information determined”),*
- *said promotion server being adapted to communicate a reminder signal to said accepting communication terminal through said first communication network (see at least ¶0007, “[t]he telecommunications advertising means comprises an advertisement database and a processing means”).*

**Claim 14:**

The combination Strietzel/Reese discloses the limitations as shown in the rejection above. Further, Strietzel, as shown, discloses the following limitations:

- *an accepting communication terminal of said further communication terminals is configured to respond to said promotion message by communicating an acceptance signal through said first communication*

*network to said one or more communication terminals (see at least ¶0055, “[in]...a cellular network, or a paging network can stay on after the communication transaction is over and receive options or a menu allowing the party to select to receive more information about a particular product or service... the user can actually select to be connected directly to the company offering the products or service”),*

- *said one or more communication terminal further comprising a local register configured to associate an accepting communication terminal of said further communication terminals with said promotion message on reception of said acceptance signal from said accepting communication terminal (see at least ¶0042, “...processing means selectively associates at least one advertisement with the source and/or destination of the communication based on the information determined”),*
- *said one or more communication terminals being configured to communicate a reminder signal to said accepting communication terminal through said first communication network (see at least ¶0007, “[t]he telecommunications advertising means comprises an advertisement database and a processing means”).*

**Claim 15:**

The combination Strietzel/Reese discloses the limitations as shown in the rejection above. Further, Strietzel, as shown, discloses the following limitation:

- *said one or more communication terminals are configured to start a predetermined application when receiving said reminder signal (see at least ¶0038, “the advertisement may be an audio advertisement, it may be a jingle, a textual message, a video message, a graphic message, or a combination of these messages depending on the desired implementation”).*

**Claims 16, 29, 31 and 32:**

Strietzel, as shown, discloses the following limitations:

- *initiating at a promotion server a promotion message via an event manager* (see at least ¶0007, “[t]he telecommunications advertising means comprises an advertisement database and a processing means,” the Strietzel disclosure further includes numerous triggering events that initiate the processing means),
- *forwarding a promotion message request to said promotion server* (see at least ¶0007, “[t]he telecommunications advertising means comprises an advertisement database and a processing means,” the Strietzel disclosure further includes numerous triggering events that initiate the processing means),
- *receiving at said promotion server an acceptance signal relating to the sent promotion message from an accepting communication terminal of said one or more communication terminals via said promotion server* (see at least ¶0042, “...processing means selectively associates at least one advertisement with the source and/or destination of the communication based on the information determined”, acceptance signal is broadly interpreted here to mean a signal that a communication line is established (i.e. signal received), as shown in the cited paragraph once communication is established the promotion server determines which advertisement to route to the users devices and how best to route it, see also ¶0061, users are able to respond to a received advertisement, this response signal is received by the system and the user is connected to the advertiser),
- *associating by said promotion server said accepting communication terminal with said promotion message on reception of said acceptance signal from said accepting communication terminal via a register of said promotion server* (see at least ¶0042, “...processing means selectively associates at

least one advertisement with the source and/or destination of the communication based on the information determined”, *acceptance signal* is broadly interpreted here to mean a signal that a communication line is established (i.e. signal received), as shown in the cited paragraph once communication is established the promotion server determines which advertisement to route to the users devices and how best to route it, see also ¶0061, users are able to respond to a received advertisement, this response signal is received by the system and the user is connected to the advertiser),

- *sending a reminder for said event to said accepting communication terminal based on said communicated defined start time through said first communication network via said promotion server* (see at least ¶0007, “[t]he telecommunications advertising means comprises an advertisement database and a processing means,” see also at least ¶0065 “[t]he user may even be able to select that more information or similar advertisement sources be provided;” Examiner notes that patentable weight was not given to the “reminder signal” because examiner identified prior art capable of sending signals to terminals and the content of the signals does not affect the scope of the claims, examiner also notes that weight was not given to the “signal” only the action of transmitting a signal),
- *sending by said promotion server said promotion message communicating an event scheduled to start at a defined start time to one or more communication terminals via said promotion server connected to said one or more communication terminals through a first communication network* (see at least ¶0007, “[t]he telecommunications advertising means comprises an advertisement database and a processing means”),
- *wherein said event manager is separate from the one or more communication terminals* (Examiner interprets the event manager broadly,

based on the page 14, lines 26-28 of the specification, to be a person that promotes events, see at least ¶0042, source and destination are different entities).

The Strietzel invention does not specifically disclose *promotion message associated with an event having a defined start time*. The content of a promotion message does not patentably affect the scope of the invention and therefore deserves no patentable weight. As claimed the promotion message is “communicating” an event. The scheduled start time is clearly merely information about the event that may or may not be conveyed in the message. Reese, as shown, discloses *promotion message associated with an event having a defined start time and reminders* (see at least ¶¶0015-0016, “[t]he user is contacted at the appropriate time and destination with a message containing information associated with the event [t]his information may include a reminder about the event and/or information regarding a product, service, or other events associated with the event”). It would have been obvious to one having ordinary skill in the art at the time of the invention to integrate all of the functionality of the Reese invention with the invention of Strietzel since the claimed invention is merely a combination of old elements, and in the combination each element merely would have performed the same function as it did separately, and one of ordinary skill in the art would have recognized that the results of the combination were predictable. Particularly, both inventions are focused on using any communications means to target appropriate messages to a user.

**Claim 17:**

The combination Strietzel/Reese discloses the limitations as shown in the rejection above. Further, Strietzel, as shown, discloses the following limitations:

- *forwarding said promotion message to further communication terminals via said one or more communication terminals* (see at least ¶0081, “[i]n one embodiment, advertisements received on a terminal can be forwarded to all or some of the stored phone numbers”).

**Claim 18:**

The combination Strietzel/Reese discloses the limitations as shown in the rejection above. Further, Strietzel, as shown, discloses the following limitations:

- *accepting said promotion message by transmitting an acceptance signal to said one or more communication terminals via said further communication terminals* (see at least ¶0042, "...processing means selectively associates at least one advertisement with the source and/or destination of the communication based on the information determined", acceptance signal is broadly interpreted here to mean a signal that a communication line is established (i.e. signal received), as shown in the cited paragraph once communication is established the promotion server determines which advertisement to route to the users devices and how best to route it, see also ¶0061, users are able to respond to a received advertisement, this response signal is received by the system and the user is connected to the advertiser),
- *receiving said acceptance signal from an accepting communication terminal of said further communication terminals via said one or more communication terminals* (see at least ¶0042, "...processing means selectively associates at least one advertisement with the source and/or destination of the communication based on the information determined", acceptance signal is broadly interpreted here to mean a signal that a communication line is established (i.e. signal received), as shown in the cited paragraph once communication is established the promotion server determines which advertisement to route to the users devices and how best to route it, see also ¶0061, users are able to respond to a received advertisement, this response signal is received by the system and the user is connected to the advertiser),
- *associating said accepting communication terminal with said promotion message on reception of said acceptance signal from said accepting*

*communication terminal via a local register of said one or more communication terminal* (see at least ¶0042, "...processing means selectively associates at least one advertisement with the source and/or destination of the communication based on the information determined", acceptance signal is broadly interpreted here to mean a signal that a communication line is established (i.e. signal received), as shown in the cited paragraph once communication is established the promotion server determines which advertisement to route to the users devices and how best to route it, see also ¶0061, users are able to respond to a received advertisement, this response signal is received by the system and the user is connected to the advertiser),

- *transmitting a reminder signal for said event to said accepting communication terminal through said first communication network by means of said one or more communication terminal* (see at least ¶0007, "[t]he telecommunications advertising means comprises an advertisement database and a processing means," see also at least ¶0065 "[t]he user may even be able to select that more information or similar advertisement sources be provided;" Examiner notes that patentable weight was not given to the "reminder signal" because examiner identified prior art capable of sending signals to terminals and the content of the signals does not affect the scope of the claims, examiner also notes that weight was not given to the "signal" only the action of transmitting a signal).

**Claim 19:**

Strietzel, as shown, discloses the following limitations:

- *at least one processor* (see at least ¶0007, "a processing means"),
- *at least one memory including computer program code, the at least one memory and the computer program code configured to, with the at least one*



*processor, cause the apparatus to perform at least the following receive a promotional message communicating an event scheduled to start at a defined start time through a first communication network (see at least Figure 1, 106 Router),*

- *enable a user of said apparatus terminal to perform general calendar operations (see at least Figure 1, 102 Message Database) based on Applicant's definition of *calendar operations*, see 35 U.S.C. 112 rejections above, it would have been obvious to one of ordinary skill in the art at the time of the invention to include additional data such as *calendar operations* within the message database because this will provide a central location for all data pertaining to advertisements and thus faster access to necessary data and improved functionality,*
- *output playback of said promotion message (see at least Figure 1, 106 Router),*
- *store promotion message information (see at least Figure 1, 102 Message Database),*
- *transmit said promotion message (see at least Figure 1, 106 Router),*
- *receive a reminder signal for said event based on the communicated defined start time (see at least ¶0007, "[t]he telecommunications advertising means comprises an advertisement database and a processing means," see also at least ¶0065 "[t]he user may even be able to select that more information or similar advertisement sources be provided;" Examiner notes that patentable weight was not given to the "reminder signal" because examiner identified prior art capable of sending signals to terminals and the content of the signals does not affect the scope of the claims, examiner also notes that weight was not given to the "signal" only the action of transmitting a signal),*

- *output playback of said reminder signal* (see at least ¶0038, "the advertisement may be an audio advertisement, it may be a jingle, a textual message, a video message, a graphic message, or a combination of these messages depending on the desired implementation"),

The Strietzel invention does not specifically disclose *promotion message associated with an event having a defined start time*. The content of a promotion message does not patentably affect the scope of the invention and therefore deserves no patentable weight. As claimed the promotion message is "communicating" an event. The scheduled start time is clearly merely information about the event that may or may not be conveyed in the message. Reese, as shown, discloses *promotion message associated with an event having a defined start time and reminders* (see at least ¶¶0015-0016, "[t]he user is contacted at the appropriate time and destination with a message containing information associated with the event [t]his information may include a reminder about the event and/or information regarding a product, service, or other events associated with the event"). It would have been obvious to one having ordinary skill in the art at the time of the invention to integrate all of the functionality of the Reese invention with the invention of Strietzel since the claimed invention is merely a combination of old elements, and in the combination each element merely would have performed the same function as it did separately, and one of ordinary skill in the art would have recognized that the results of the combination were predictable. Particularly, both inventions are focused on using any communications means to target appropriate messages to a user.

**Claim 20:**

The combination Strietzel/Reese discloses the limitations as shown in the rejection above. Further, Strietzel, as shown, discloses the following limitations:

- *wherein said promotion message information comprises at least one of promotion message identity, one or more communication terminal identities, event data or group application data* (see at least ¶0021, "[a]dvertisement

database stores advertisements that can be played to system users at appropriate times based on appropriate criteria”).

**Claim 21:**

The combination Strietzel/Reese discloses the limitations as shown in the rejection above. Further, Strietzel, as shown, discloses the following limitations:

- *audio and visual components configured to communicate the promotion message to the user of the apparatus* (see at least ¶0038, “the advertisement may be an audio advertisement, it may be a jingle, a textual message, a video message, a graphic message, or a combination of these messages depending on the desired implementation” and see at least ¶0056, “[t]he device could be, for example, a telephone, a cellphone, PDA, or computer...”). Although Strietzel does not specifically require or disclose a audio and visual components, Strietzel contemplates such devices being present in a given receiver depending on the receiver and the supporting network.

**Claim 22:**

The combination Strietzel/Reese discloses the limitations as shown in the rejection above. Further, Strietzel, as shown, discloses the following limitations:

- *store a promotion message and identity information comprising transmitter identity and associated messaging contact information, recipient identity and associated messaging contact information, media event information and group application data* (see at least Figure 1, 102 Message Database),
- *which data is configured to initialize and activate a reminder application in response to receiving said reminder signal on said apparatus* (see at least Figure 1, Item 104 Processing Means).

**Claim 23:**

The combination Strietzel/Reese discloses the limitations as shown in the rejection above. Further, Reese, as shown, discloses the following limitation:

- *utilize an electronic program guide containing information on media events, and provide a reject signal when said apparatus is busy (see at least ¶0021, infomediary service),*

It would have been obvious to one having ordinary skill in the art at the time of the invention to integrate all of the functionality of the Reese invention with the invention of Strietzel since the claimed invention is merely a combination of old elements, and in the combination each element merely would have performed the same function as it did separately, and one of ordinary skill in the art would have recognized that the results of the combination were predictable. Particularly, both inventions are focused on using any communications means to target appropriate messages to a user.

**Claim 27:**

Streitzel, as shown, discloses the following limitation:

- *at least one processor (see at least ¶0007, "a processing means"),*
- *at least one memory including computer program code, the at least one memory and the computer program code configured to, with the at least one processor, cause the apparatus to perform at least the following receive a promotion message from a promotion server, the promotion message communicating an event scheduled to start at a defined start time (see at least ¶0056, "[t]he device could be, for example, a telephone, a cellphone, PDA, or computer..."),*

The Strietzel invention does not specifically disclose *promotion message associated with an event having a defined start time*. The content of a promotion message does not patentably affect the scope of the invention and therefore deserves no patentable weight. As claimed the promotion message is "communicating" an event. The scheduled start time is clearly merely information about the event that may or may not be conveyed in the

message. Reese, as shown, discloses *promotion message associated with an event having a defined start time and reminders* (see at least ¶¶0015-0016, "[t]he user is contacted at the appropriate time and destination with a message containing information associated with the event [t]his information may include a reminder about the event and/or information regarding a product, service, or other events associated with the event"). It would have been obvious to one having ordinary skill in the art at the time of the invention to integrate all of the functionality of the Reese invention with the invention of Strietzel since the claimed invention is merely a combination of old elements, and in the combination each element merely would have performed the same function as it did separately, and one of ordinary skill in the art would have recognized that the results of the combination were predictable. Particularly, both inventions are focused on using any communications means to target appropriate messages to a user.

Further, Streitzel, as shown, discloses the following limitations:

- *transmit an acceptance signal based on information in at least one of a calendar or a list of scheduled events residing in the apparatus* (see at least ¶¶0056, "[t]he device could be, for example, a telephone, a cellphone, PDA, or computer..."),
- *receive a reminder signal from said promotion server based on said communicated defined start time* (see at least ¶¶0056, "[t]he device could be, for example, a telephone, a cellphone, PDA, or computer...")
- *output playback of said reminder signal* (see at least ¶¶0038, "the advertisement may be an audio advertisement, it may be a jingle, a textual message, a video message, a graphic message, or a combination of these messages depending on the desired implementation").

**Claim 28:**

The combination Strietzel/Reese discloses the limitations as shown in the rejection above. Further, Streitzel, as shown, discloses the following limitation:

Art Unit: 3622

- *forward said promotion message to one or more other apparatuses* (see at least ¶0081, forwarding a promotion message).

**Claim 30:**

The combination Strietzel/Reese discloses the limitations as shown in the rejection above. Further, Strietzel, as shown, discloses the following limitation:

- *forwarding said promotion message to one or more other communication terminals* (see at least ¶0081, forwarding a promotion message).

**Response to Arguments**

8. Applicant's arguments filed 18 August 2009 have been fully considered but they are not persuasive.
9. As a primary matter, Examiner notes that throughout Applicant's remarks, Applicant refers to the invention disclosed in the current application as 'the inventions' (see at least page 14). Examiner interprets the various claims and claims sets as defining as single invention. If Examiner is mistaken, and Applicant believes that the present application is directed to more than one invention, Applicant is encouraged to contact Examiner to discuss that issue. Applicant is only entitled to claim a single invention per patent application.
10. Applicant's sole argument against the combination of references presented in the current rejection is regarding the content of the advertisement sent in Applicant's claims. Applicant contends that the Reese reference, which demonstrates that event and time information may be transmitted in an equivalent communication system, is not applicable to Applicant's claims because the Reese invention is not directed to sending advertisements and because the message conveyed in the Reese invention is input by the recipient. However, Examiner contends that Applicant missed the point of Examiner's reliance on the Reese disclosure. As noted previously in Examiner's Response to Arguments sections, the content of the advertisement message is non-functional descriptive material; it has no effect on the scope of the invention, it carries no patentable weight in the claim. In case there was any doubt, Examiner demonstrated

Art Unit: 3622

that fact by specifically citing the Reese disclosure which demonstrates the transmission of the same data in an equivalent telecommunication network. Further the Reese invention very clearly states that the information sent to the users is advertisement information and it may or may not be requested by the user (see at least ¶0024). Applicant's narrow characterization of the limits of the Reese disclosure is false.

11. Examiner previously responded to the following argument, Examiner's previous remarks are herein repeated. Applicant argues that Strietzel does not disclose sending a reminder. Applicant is reminded that, as noted in the rejection, the content of the message does not carry patentable weight in the claim, further Reese is relied on to teach message content because Reese discloses transmitting promotional information about events and reminder messages (see at least ¶¶0015-0016, "[t]he user is contacted at the appropriate time and destination with a message containing information associated with the event [t]his information may include a reminder about the event and/or information regarding a product, service, or other events associated with the event"). Applicant presently further argues that the reminder of Reese is not applicable because the reminder is sent by the recipient. Examiner notes, that the claim language does not foreclose a user requesting the reminder in claim 1, nor a user sending/programming their own reminder in claims 16, 19, 27, 29, 31 or 32 which only disclose sending or receiving a reminder.
12. Applicant's claims are obvious over the Streitzel invention in view of Reese which unequivocally demonstrates that messages sent to mobile phones may include event data as well as event start time and date data.

**Conclusion**

- 13. THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).
- 14.** A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.



Art Unit: 3622

15. Any inquiry of a general nature or relating to the status of this application or concerning this communication or earlier communications from the Examiner should be directed to **Nathan C Uber** whose telephone number is **571.270.3923**. The Examiner can normally be reached on Monday-Friday, 8:30am-4:00pm EST. If attempts to reach the examiner by telephone are unsuccessful, the Examiner's supervisor, **Eric Stamber** can be reached at **571.272.6724**.
16. Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://portal.uspto.gov/external/portal/pair> <<http://pair-direct.uspto.gov>>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at **866.217.9197** (toll-free).
17. Any response to this action should be mailed to:

**Commissioner of Patents and Trademarks**

**P.O. Box 1450, Alexandria, VA 22313-1450**

or faxed to **571-273-8300**.

18. Hand delivered responses should be brought to the **United States Patent and Trademark Office Customer Service Window**:

Randolph Building

401 Dulany Street

Alexandria, VA 22314.

/Nathan C Uber/ Examiner, Art Unit 3622  
17 December 2009

/Arthur Duran/  
Primary Examiner, Art Unit 3622